

NO: R243

COUNCIL DATE: November 7, 2016

REGULAR COUNCIL

TO: Mayor & Council **DATE: November 2, 2016**

FROM: General Manager, Finance & Technology **FILE: 1850-20**

SUBJECT: Sponsorship Request - Lighted Santa Parade / Big Rigs for Kids

RECOMMENDATION

The Finance and Technology Department recommends that Council approve the following sponsorships:

1. a grant of \$5,000 in support of the Annual Lighted Santa Parade, which will begin in downtown Cloverdale on Sunday, December 4, 2016; and
2. a grant of \$3,500 for the Annual Big Rigs for Kids Lighted Truck Parade, which will conclude at Holland Park on Sunday, December 4, 2016.

BACKGROUND

The Big Rigs for Kids Lighted Truck Parade is a fundraiser for the Surrey Food Bank and the Surrey Christmas Bureau. In 2007, the Big Rigs for Kids joined with the Cloverdale Santa Parade to expand this popular event into what is now known as the Lighted Santa Parade. The Cloverdale portion of the event is organized by the Cloverdale BIA and the Holland Park portion of the event is organized by the Downtown Surrey BIA. These organizations have requested financial support from the City to help offset the costs of holding this event. This report will address those requests.

DISCUSSION

The 11th Annual Surrey Santa Parade of Lights will begin in downtown Cloverdale and will feature the “Central City’s Big Rigs for Kids Lighted Truck Parade” which is made up of lighted big rigs and trucks from Vancouver Island and locally throughout the Fraser Valley. It is expected that the City of Surrey, in conjunction with CUPE 402, will also include a truck in the parade. Surrey’s Santa Parade will also include floats, boats, horses, marching units, antique cars/trucks, buses and of course Santa will be at the end of the parade. The parade will travel through Downtown Cloverdale, with the trucks continuing on along Highway 10 and up King George Boulevard, to finish up at Holland Park.

Pre-parade festivities are expected to be similar to last year, which included a variety of activities including music at Hawthorne Square and a variety of groups that will be collecting food items and Christmas presents for the Surrey Food Bank and Surrey Christmas Bureau. There will also

be many groups selling hotdogs, popcorn, hot chocolate, cookies and Christmas ornaments for charity. Approximately 14,000+ people attend the Cloverdale portion of the event.

Post-parade festivities are also expected to be similar to last year, with entertainment at Holland Park along with hot dogs and beverage drinks being sold and the proceeds going to the Surrey Food Bank and Surrey Christmas Bureau. The public can vote for their favourite decorated trucks by giving a quarter or loonie (which goes to the aforementioned charities), and the truck that collects the most money is given a trophy. The Surrey Firefighters have won this award for the last several years. The trucks are parked from the time they arrive in City Centre until 8pm with approximately 2,000+ people attending this event in City Centre.

The Cloverdale and Downtown Surrey BIA's have requested financial support of \$8,500 (\$5,000 for Cloverdale and \$3,500 for Downtown Surrey), as indicated in Appendix "I". Staff have reviewed these requests and are recommending that grants totaling \$8,500 be provided from the following sources: \$1,500 from the 2016 Community Grant program (awarded in CR #F028; November 2015), \$1,700 from the Policing at Community Events Grant program and \$5,300 from Council Initiatives.

Funding

Appendix "II" and Appendix "III", attached to this report, documents the balance in the Council Initiatives Fund and updates on the Financial Assistance Awards, based on an assumption that Council will approve the recommendations of this report.

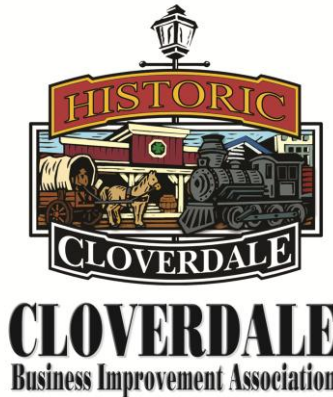
CONCLUSION

Based on the above discussion, it is recommended that Council approve the following sponsorship requests:

- a grant of \$5,000 in support of the Annual Lighted Santa Parade, which will begin in downtown Cloverdale on Sunday, December 4, 2016; and
- a grant of \$3,500 for the Annual Big Rigs for Kids Lighted Truck Parade, which will conclude at Holland Park on Sunday, December 4, 2016.

Vivienne Wilke, CPA, CGA
General Manager, Finance & Technology

Appendix "I": 2016 Surrey Santa Parade / Big Rigs for Kids Sponsorship Request
Appendix "II": Council Initiatives – Allocations for 2016
Appendix "III": Financial Assistance Awards Update



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October 12, 2016

CITY OF SURREY
 Attn: Mayor and Council
 13450 - 104 Avenue
 Surrey, BC V3T 1V8

Re: 2016 Surrey Santa Parade/Big Rigs For Kids Sponsorship



Dear Mayor and Council:

Once again, we are seeking financial support from the Council Initiative fund for \$8,500 (\$5,000 Cloverdale BIA & \$3,500 Downtown Surrey BIA) to hold the 2016 **Surrey Santa Parade & Big Rigs for Kids tentatively scheduled for Sunday, Dec. 4th** starting at 5pm. This annual event draws a crowd in excess of 14,000 people in Surrey which has necessitated a larger parade route in Cloverdale. The Parade is a partnership between two BIA's (and hopefully a third Fleetwood) with the second group called Big Rigs for Kids aka Lighted Truck Parade. The Downtown Surrey BIA hosts a static display with entertainment, food and the amazing lighted Big Rigs at City Hall. The parade has two primary charities: The Surrey Food Bank and the Surrey Christmas Bureau along with several other charities and service clubs raising funds at both events.

Both BIA's are deeply indebted to the City of Surrey for its continued support as we grow this signature event into becoming more sustainable through increased corporate sponsorship.

Yours truly,

Paul Oraziatti
 BIA Executive Director

cc Bonnie Burnside
 Downtown Surrey BIA Manager



2016 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	2,800		
2016 Proposed Budget	276,536		\$ 279,336
My Neighbourhood, My futures Initiative (year 4 of 5)		40,000	
Surrey Poet Laureate (Year 2 of 3)		10,000	
SFU Surrey Campus Open House		15,000	
City of Surrey Busary		10,000	
Seeds Business Awards		4,000	
PICS Diversity City Sponsorship		5,000	
Bridal Week Vancouver		5,000	
100 Year Journey Gala Sponsorship		6,000	
Pride Festival		5,000	
Seniors Volunteer Project		75,000	
Ethar Trip to Cloverdale Rodeo		2,688	
Whalley Little League		2,000	
Refugee Welcome Event		6,850	
Sarah McLachlan School of Music		30,000	
Sarah McLachlan School of Music		-15,000	
Surrey Hospital & Outpatient Centre Foundation - CAPSU		15,000	
West Coast Centre for Learning - Brain Booster Camp		2,000	
Darpan Achievement Awards		5,000	
Phoenix Society Live Well Street Fair		2,500	
10th Annual Red FM Charity Walk		5,000	
Drishti Awards Gala		1,500	
SFU Diwali Gala		2,500	
SFU President's Gala		5,000	
Crescent Beach Concours d'Elegance 2016		2,000	
Mayor's Charity Ball		3,500	
Fraser Region Aboriginal Friendship Centre		1,000	
BC Lions Be More Than a Bystander Program		5,000	
2016 Diwali Dhamaka Red FM		7,000	
Sophie's Place Provincial Conference		5,000	
Santa Parade / Big Rig Lighted Truck Parade - Proposed		5,300	
Allocations for 2016		\$ 268,838	\$ 10,500



FINANCIAL ASSISTANCE AWARDS

since 2016 Community Grants were approved

to October 31, 2016

Description	Amount
Community Grants Awarded November 23, 2015	\$ 1,521,125
Community Grants (late grants)	
Neighbourhood Community Dog Park	9,800
Hope Symposium	1,500
Volunteer Cancer Drivers Society	5,000
Spinal Cord Injury BC	1,000
West Coast Kings Field Hockey Society	3,500
VISHWA	500
	\$ 21,300
Neighbourhood Enhancement Grants	
Bark Park Temporary Dog Park	3,000
120th Street Planters	315
Little Free Library Fraser Heights	240
Kingfisher Community Gardens	2,300
Crescent Beach Garden	721
Chinese Traditional Festival	1,000
Park Drive Boulevard Garden	450
Rosemary Heights Block Party	550
Panoramic Picnic in the Park	1,000
Ocean Park Banner Pole Lights	3,000
129A Street Block Party	575
60th Avenue Block Party	450
Whalley's Corner Community Festival	1,000
Fraserview Terrace Block Watch Festival	1,000
PLOT Celebration	1,000
Newton Early Years Festival	1,000
Fraser Heights Block Party	1,000
Church Lane Walkway	207
Adams Road Community Fall Fair	-
141 St Neighbourhood Day Party	280
Holly Park Lane Neighbourhood Party	500
Roxburgh Road Block Party	610
Chatham Lane Townhouses Block Party	265
Jedburgh Place Block Party	350
129 St Block Party	1,000
Cherry Tree Lane Block Party	500
PLOT Cleanup and Celebration	600
Sullivan Sport Court Landscape Project	1,200
	\$ 24,113
Façade Enhancement Grants	
Ukranian Orthodox Cultural Centre	3,000
Rickshaw Restaurant	1,140
Sprite Computers	1,500
	\$ 5,640
Policing at Community Events	
Gurdwara Dukh Nivaran Sahib Society	9,293
Heart and Stroke Foundation	1,313
Guru Nanak Sikh Gurdwara Society	9,093
Greek Orthodox Community of Surrey	2,315
Cloverdale BIA - Santa Parade - Proposed	1,700
	\$ 23,713
Total Grants Issued to October 31, 2016	\$ 1,595,891
Unallocated Grant Funding	
Neighbourhood / Façade Enhancement Program	10,247
Policing at Community Events	31,287
Sports Tourism	50,000
One-time Grants	2,750
	\$ 94,284
Total Grant Funding for 2016	\$ 1,690,175